

Article XIII, Section 1. "It shall be the privilege and duty when practicable of members of the regular profession living in any county in this State to organize a county medical society to affiliate with the State Society, provided that public notice of the meeting for that purpose be given and that all regular physicians in good standing in the county be invited to join therein. Such society may elect officers and adopt by-laws that do not contravene those of the State Society. But one county medical society in each county of the State shall be recognized in affiliation with this society."

Article I, Section 3. "Any regular physician residing in a county in which there is no county medical society in affiliation with this society, may make application for membership to the Judicial Council. The council shall ascertain the qualifications and standing of the applicant, and report to the Legislative Branch at the next annual meeting. If such report be favorable, and adopted by a majority vote of the Legislative Branch, the applicant shall be declared a member of this society."

Careful consideration of these sections cannot be too strongly urged upon the physicians of the State. County societies now existing should immediately take up the matter of affiliation with the State Society, if not already affiliated, and see that such affiliation is secured in time to elect delegates and attend the next meeting of the State Society at Santa Barbara April 21, 1903. Every regular practitioner of the State should be a member of the State Society and of the American Medical Association. Before long membership in the State Society will carry with it membership in the American Medical Association.

In most cases the dues to the county society need not be increased in order to cover the assessment to the State Society, one dollar annually for each member. Most existing county societies have little or no need for the money derived from dues, aside from defraying minor incidental expenses of postage, etc., and the tax for membership in the State Society would not be a burden upon any county society treasury.

The Journal is sent free to every member of the State Society.

When the Medical Society of the State of California adopted its new constitution and by-laws at its last meeting it was the intention that its portals should be so wide that no reputable physician in the State should be debarred from membership, or, indeed, should have any excuse for not becoming a member. That these laudatory objects are being realized by the application of county societies for affiliation, is therefore a source of great pleasure

to the officers of the State Society. A few county societies have, however, as yet apparently taken no action in this matter, which is indeed surprising, for in all of them are active workers in the State body; men who are fully alive to the magnificent possibilities of a thorough organization of the medical profession throughout the United States, of which organization this action by our society is but a part. It is urged that every member of the State Society throughout the State make it his special affair to ascertain what steps his local society has taken toward affiliation. No county society has been overlooked in a cordial invitation to affiliate. On May 9th the following letter was sent to the secretary of every county society of whose existence the secretary of the State Society could learn:

"SAN FRANCISCO, May 9, 1902.

"A copy of the new constitution and by-laws of the Medical Society of the State of California is herewith enclosed. You are respectfully urged to take such action as will regularly affiliate you with that body. Yours very truly,

"GEORGE H. EVANS, Secretary."

This letter was sent to the secretaries of eighteen county societies. A number of counties have no county societies. The formation of such in sparsely settled counties, as, for instance, those in the extreme north of the State, can scarcely be looked for; but even here much good could be accomplished by some well-directed effort. A society could be formed by the physicians of Siskiyou, Trinity, Shasta and Tehama, for instance, possibly taking in Del Norte, Modoc and Lassen. It would not be practicable for such a society to meet frequently, because of the difficulties in the way of travel, but organization would enable the physicians in such a district to have proper representation in the State Society, thereby not only benefitting them personally, but, also, by increasing our representation in the House of Delegates of the American Medical Association. (See Art. 7, Sec. 1, by-laws State Society.)

There exist, however, populous counties where local societies should exist, and would exist were it not for conditions of apathy that are truly deplorable; where personal animosities are carefully nurtured; where petty professional jealousies are fostered. The writer on a recent trip to one of these counties urged this matter on two of the representative men there. Their answer was that organization in that county was well-nigh impossible; that an utter lack of *esprit de corps* precluded the possibility of a county organization. Is it possible that petty spites and personal grievances can prevent these men from seeing beyond their narrow horizon the glorious possibilities of a thoroughly organized profession, reaching into every county in the Union? For this is indeed the keynote to the whole situation. The county society must be the unit on which to build this magnificent structure. To be

successful the local body must be alive, and if the local body is to exist and live, you, the reader of this editorial, are responsible. Sink personal grievances, talk to your professional brethren, arrange for a preliminary meeting and HOLD IT! This is the first time an earnest effort has been made to unite the medical profession of this State. Let it not be said that because of your indifference your county has no representation at the State and National conventions. Do not wait for your neighbor; do your duty as a public-spirited physician in your county, and do it now. The secretary of the State Society will be at all times glad to assist you in any way. Write to him. Let him know that some one in your county is interested in a united medical profession.

The deplorable condition of medical journalism in this country is a matter that has frequently been commented upon.

#### CHARACTER OF ADVERTISING.

For the most part, every medical journal is supported only by its advertising, and consequently is controlled by the advertisers. As a result its advertising pages have comparatively little value, for the reason that few of the subscribers read them, and few who read have much faith in the one-sided story which they tell. They teem with advertisements of "proprietary" and straight-out "patent" medicines; medicines and preparations which no self-respecting practitioner should touch with a ten-foot pole, let alone even consider the possibility of using. Pages of very many journals are devoted to paid notices of these "proprietary" articles, and the average physician cannot tell them from the regular reading matter, which they purport to be. That such advertising pays is made evident by looking through the files of prescriptions at any drug store. Scores and scores of prescriptions will bear such directions as Plunk & Dollar's Pill No. 362; Worth's Syrup Dogood; Elixir rejuvenatis comp. A. B. & Co. And nine times out of ten the physician who orders this stuff does not even know what he is prescribing.

At least one physician of our acquaintance tears the advertising pages out of such journals he receives before he undertakes to even look through them.

The California State Journal of Medicine, the official organ of, and partly supported by the Medical Society of the State of California, does not propose to print any such advertising. It will attempt to make its advertising pages as useful to its readers as the pages of reading matter. So far as is practicable, the things advertised in this journal will be tacitly vouched for by the Journal; no matter will be accepted for the advertising pages that is not strictly ethical and legitimate; that is not directly opposed to the

spirit of quackery represented by the "proprietary" and the "patent" medicine.

The editor, who is under bonds to publish the Journal monthly, and is personally responsible for all financial obligations connected with its publication, has been advised that he will secure little or no advertising on the basis outlined. This may or may not be true, but he is going to try it, even if he "goes broke." If the regular practitioners of this Coast and country desire to see one journal in the United States conducted on such a policy, then there is no danger of the Journal not paying its own expenses.

In another part of the Journal will be found an article, written by a layman, but a trained observer and a journalist of very considerable reputation on this coast, setting forth a few facts as to the sanitary—or rather unsanitary—condition of the Aleuts. To be sure, the blighting touch of civilization has been shown hundreds of times and in many quarters of the world, yet here it is graphically presented for consideration. The effects of change of food and clothing, with the consequent appearance of certain diseases, are worthy of note, for apparently endemic tuberculosis is at least one direct result.

The visit of Professor Lorenz has not been an unmixed joy to a good many medical gentlemen of this country. The majority of the physicians of the United States regard too much

**LORENZ VISITS SAN FRANCISCO.** newspaper attention rather as notoriety than as fame. It is urged that Professor Lorenz looks upon

this feature of his trip with considerable amusement and not a little pleasure, thinking it an American custom; but surely he could have been disabused of this idea long since. Of his ability there can be no question; yet there are a number of men in our own country who are at least as able and who are not prevented from doing other surgical operations by reason of physical disability. All his surgical operations are bloodless; for he can now do no operation that is "bloody." In this country the bloodless operation for the relief of congenital dislocation of the hip has been practically abandoned for four or five years, for the reason that better results have been found to follow cutting down upon the joint, incising the capsule and ligaments, and thus replacing the head of the femur. The operation is performed under aseptic conditions, healing is rapid and uneventful, and the result is eminently satisfactory. Dr. Lorenz is beyond question an unusually able "bloodless" surgeon and a very charming man, yet it is somewhat nauseating to the self-respecting American physician to see the amount of newspaper notoriety that heralds and follows his progress through the country.